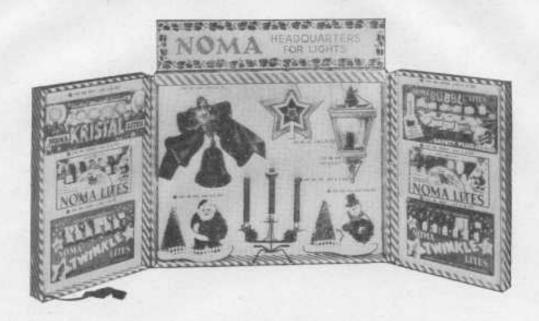
NOMA'S NEW, SENSATIONAL ILLUMINATED COLORAMA SHOW CASE



THE GREATEST IN STORE DISPLAY UNIT IN CHRISTMAS LIGHTING

Pre-Packed, Pre-Wired, Pre-Priced, Pre-Tested, Pre-Sold

Ideal in store display case, also for window or counter use. Just plug-in, entire case lights up.

Dimensions open: 2714 inches high, 64 inches wide, 714 inches deep.

Content	n = 12.	oll romes

1 Only	3010SF Multiple Indoor Set	Each \$2.70	1 Only	945 Sno-Man Scene	Each \$3.30
1 Only	3005SF Outdoor Set	3.60	1 Only	431 Tree Top Star	2,00
1 Only	3405 Indoor Twinkle Set	3.10	1 Only	195 Deluxe Candlelier	3.80
1 Only	3000 Outdoor Twinkle Set	4.00	1 Only	1146 Bell Cluster	3.70
1 Only	3507SP Bubble-Lite-Set	5.00			
I Only	3027 Kristal Lite Set	4.00			
1 Only	940 Golden Lantern	4.00			
1 Only	944 Santa Scene	3.30	1 1 10	22 (100 (200 (200	

Total Retail Price \$42.50

Per Display RX-1473-M

X33D34

CHRISTMAS TREE LIGHT SAMPLER

NOMA



Ideal self-contained, self-service space-saving display. Pre-packed, pre-priced, pre-tested, presold. Ideal for larger-type volume stores.

Contains:

tity 15 9		Item. 7 bright multiple indoor sets 7 light multiple outdoor sets	
100	C-6	Per B 15 V. series type, miniature base, assorted colored lamps	lox (5)
100	C-734	120 V. multiple type, can- delabra base, assorted col- ored lamps.	
40	C-91/2 (D14)	120 V. multiple type, inter- mediate base, assorted col- ored lamps.	
Per Disp RX-		1	Per Display 106.90

One in ctn. Wt. ctn. 30 lbs.

CHRISTMAS TREE LIGHTING OUTFITS

NOMA



7 Light - Lighted Ice Lamps Indoors

With beautiful General Electric Ice Lamps, safety sockets, clips, regular Add-on plug and Add-on connector.

Per Set A Per Set R-3027-M X2D80 \$4.00 RX-3027-M X2D67 (Case lets 10 sets)

10 sets in a ctn. Wt. ctn. 10 lbs.

NOMA



Twinkle-Lites

Westinghouse FL71/2 lamps flash "on & off" separately.

Equipped with Add-on plug, Add-on connector, permanently attached clips.

With 7 lamps spaced 18 inches apart. Assorted colors. 3 ft. lead cord.

> One set in box, 20 sets in ctn. Wt. ctn. 15 lbs.

NOMA



Bubble-Lites-Indoors

Wired in Series—Fine quality flexible wire, with sockets equipped with metal clips to hold lamps upright on branch of tree.

Complete with tri-plug connector for attaching additional sets or lighting decorations.

Colorful glass candles ALIVE with bubbling action. Children and grown-ups alike are fascinated by the way the tree literally dances with joy.

With 8 Bubble-Lites No. 420, miniature base, 15 volts. Assorted colors. Has 3 foot lead.

> One set in box 20 sets in ctn. Wt. ctn. 20 lbs.



Bubble-Lites Indoors

Wired in Multiple—Lamps burn independently. With 7 No. 520 candelabra base 120 volt bubble lights. Flame resistant plastic. With spring clips for easy fastening to tree. Spacing 18 inches. Lead cord with safety fuse plug, addon connector. Extra replacement fuse.

One set in box, 20 sets in ctn. Wt, ctn. 21 lbs.

CHRISTMAS TREE LIGHTING OUTFITS

NOMA

Safety Fuse Plugs—A great safety development in Christmas tree lighting. Makes it impossible to over-load the line. Safeguards the entire tree when used in conjunction with other sets and illuminated decorations. Fuse easily replaced.

Wired in mutiple. Lamps burn independently. Sealed sockets with washers to keep lamps tight in sockets and prevent trouble from metallic decorations. Complete with attachment plug cap and add-on connector for attaching additional sets. Three foot lead. Spacing 18 inches.



7 Light-Indoor

Safety sockets with clips. With 7 No. C7½ candelabra base 120 volt G. E. lamps, assorted colors.

With	Safety Fuse Plug	
Per Set	▲ Per Se	
R-30105F-M	X1D89	ð
RX-3010SF-M	X1D80-(Case lots 20 sets)	

Without Safety Fuse Plug but With Add-on Connector



10 Light-Indoor

Big 10 set, safety sockets with clips, add-on plug, add-on connector. With 10 No. C734 candelabra base 120 volt G. E. lamps. Assorted colors.

Without Safety Fuse Plug

Per Set		▲ Per Set
R-3410-M	X2D59.	
RX-3410-M	X2D47-	(Case lots 10 sets)

One set in box. 10 sets in case. Wt. case 9 lbs.



15 Light With Safety Fuse Plug

Per Set		▲ Per Set
R-3415SF-M RX-3415SF-M	C. 3. 42 (40 (40 ft))	(Case lots 20 sets)
One set in box.	20 sets in	case. Wt. case 26 lbs.

Without Safety Fuse Plug but With Add-on Connector

Per Set	▲ Per Set
R-215-M RX-215-M	X3D64
	90 nate in man We man 91 The

One set in box. 20 sets in case. Wt. case 21 lbs.

20 Light With Safety Fuse Plug

Per Set	▲ Per Set
R-3420SF-M	X5D3987.70
RX-3420SF-M	X5D13—(Case lots 10 nets)
One set in box.	10 sets in case. Wt. case 17 lbs.

25 Light With Safety Fuse Plug

Per Set	▲ Per Set
R-3425SF-M	X7D00\$10.00
RX-3425SF-M	X6D67—(Case lots 10 sets)
Our and In hour	10 cets la cesa We come 90 the



Add-A-Lite Indoor and Outdoor

Place the lights anywhere you want them.

Wired in multiple. Lamps burn independently,

Weatherproof lamps. Twin lock pin-type sockets with sturdy clips for attaching to branches of trees. No. 18 twin cord. Complete with attachment plug cap and add-on connector for attaching additional sets.

With 7 No. C71/2 candelabra base 120 volt G. E. weatherproof lamps, assorted colors.

7 Light

Length 11ft.

With Safety Fuse Plug

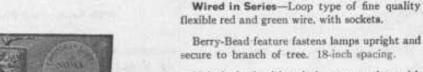
Per Set	▲ Per Set
R-3402SF-M	X2D59\$3.70
RX-3402SF-M	X2D47-(Case fots 20 sets)
One set in box.	20 sets in case. Wt. case 18 lbs.

15 Light

Length 23 ft

	The state of the
With	Safety Fuse Plug
Per Set	▲ Per Set
R-34035F-M	X5D25,
RX-3403SF-M	X5D00-(Case lots 20 sets)

One set in box. 10 sets in case. Wt. case 20 lbs. One set in box. 20 sets in case. Wt. case 25 lbs.



30-inch lead with tri-plug connection with outlet for attaching additional sets.

8 Light-Indoor

With 8 No. C6 miniature base 15 volt G. E. lamps, assorted colors.

Per Set	▲ Per Set
R-110-M	X1D14\$1.64
RX-110-M	X1D09—(Case lots 50 sets)

One set in attractive box, 50 sets in case. Wt. case 25 lbs.



CHRISTMAS TREE LIGHTING OUTFITS

NOMA

Safety Fuse Plugs-A great safety development in Christmas tree lighting. Makes it | impossible to over-load the line. Safeguards the entire tree when used in conjunction with other sets and illuminated decorations. Fuse easily replaced.

Red Cap-Outdoor

Wired in multiple. Lamps burn independently. Weatherproof lamps. Straight line construc-tion plastic coated wire. Spring contacts keep lamps tight in sockets. Rubber washer seals out moisture. Three foot lead. Spacing 18 inches. Complete with attachment plug cap and add-on connector for attaching additional sets.



7 Light - Twinkle Set

Safety sockets with clips, add-on plug and connector. With 7 No. D27 intermediate base 120 volt G.E. weatherproof Twinkle lamps. Assorted colors.

Without Safety Fuse Plug

Per Set	▲ Per Set
R-3000-M	X2D80\$4.00
DV 2000 M	Y2D67 (Case late 20 case)

One set in box. 20 sets in case. Wt. case 20 lbs.



7 Light

Safety sockets with clips. With 7 No. D14 (C936) intermediate base 120 volt G. E. weatherproof lamps, assorted colors.

With Safety Fuse Plug

Per Set	▲ Per Set
R-3005SF-M	X2D52
RX-3006SF-M	X2D40—(C. L. 20 sets)

One set in box, 20 sets in case. Wt. case 20 lbs.

Without Safety Fuse Plug But With Add-on Connector

Per Set	▲ Per	Se
R-907-M	X2D24\$	3.20
RX-907-M	X2D13-(Case fots 20 sets)	

One set in box. 20 sets in case. Wt. case 18 lbs.



Safety sockets with clips. With No. D14 (C934) intermediate base 120 volt G. E. weatherproof lamps, assorted colors.

15 Light

With Safety Fuse Plug

Per Set	▲ Per Set
R-3215SF-M	X5D25\$7.50
RX-3215SF-M	X5D00(C. L. 10 sets)
One set in box.	10 sets in case. Wt. case 19 lbs.

Without Safety Fuse Plug + With Add-on Conn

Dut	WITH MOG-ON COL	media
Per Set		A Per Set
R-915-M	X4D83	
RX-915-M	X4D63—(Case lots	10 sets)
One set in b	ox. 10 sets in case.	Wt. case 20 lbs.

20 Light

With Safety Fuse Plug

Per Set		▲ Per Set
R-3020SF-M	X7D00	\$10.CO
RX-3020SF-M	X6D67-(C. L.	. 10 sets)
One set in box.	10 sets in case.	Wt. case 26 lbs.

25 Light

With Safety Fuse Plug

	Per Set	▲ Per Set
t	R-3025SF-M	X8D75\$12.50
0	RX-3025SF-M	X8D33(C. L. 10 sets)
	One set	in box, 10 sets in case.

Wt. case 31 lbs.

AMICAL

American Mada Strings With Imported Lamps



Indoors

Wired in multiple 120 volt C7½ Candelabra base outside control imported lamps. Lead cord with add-on plug, add-on connector.

Per Set		No. Ctn. Lights Lbs.	APer Set
R-2507-M RX-2507-M	X1D10 X1D05	(Case lots 20 sets)	\$1.58
R-2515-M RX-2515-M	X2D38 X2D27	(Case lots 20 sets)	3.40
	One se	t in box.	

AMICAL



Outdoors

Wired in multiple 120 volt C914 inside coated imported lamps, clips and rubber washers. Lead cord with add-on plug, add-on connector.

Per Set		No. Lighta	Ctn. Lbs.	APer Set
R-2901 J-M RX-2901 J-M	X1D64 X1D56	7 Case lots 20	18 nota)	\$2.34
R-2917J-M RX-2917J-M	X3D36 X3D20 (One set i	15 Case lets 10 n box.	20 setx)	4.80

SAFETY PLUG FUSES





14 x 1 inch replacement glass cartridge fuse for Noma safety plugs.

E 1	Amperes-	125	Malt.
0.7	Amperes-	-150	AGLES

ı	Per Box		▲ Per Box
	Packed 4 in	box.	50 boxes in standard pkg.

Wt. pkg. 2 lbs Sold Only in Full Boxes

CHRISTMAS DECORATIONS

NOMA

GOLDEN CHRISTMAS LANTERN



One Light

With C752 120-volt Candelabra base lamp, red candle, 6-foot green lead cord with Add-On

Each		▲ Each
R-940-M	X2D80	.84.00
RX-940-M	X2D67-(Case lots 10)	

One in a box, 10 boxes in a ctn. Wt. ctn. 15 lbs.

BELL CLUSTER



3 Light

Giant "Twinkling" 3-Bell Cluster, 3 red 5-inch Plastic Bells, C73₂, 120-volt Flasher Type lamps. Bright red ribbon bow with metallic green holly and silver poinsettia decoration. Add-On connector.

Each		▲Enc	'n.
R-1146-M	X2D59	\$3.7	70
RX-1146-M	X2D47(Case lots 12)		
One in a box.	12 boxes in a ctn. Wt. ctn.	22 lb	ĸ.

ILLUMINATED ANGEL-LITE



One Light

7-inch Angel-Lite with star wand, C716, 120-volt lamp. Translucent plastic dress, amber halo. Add-On plog.

Each	▲Each
R-701-M	X1D26\$1.80
BY-701-M	X1D20_(Case lots 20)

One in a box, 20 boxes in a ctn. Wt. ctn. 13 lbs.

JOLLY SANTA

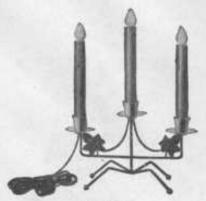


One Light

714 inch with Merry Christmas sign, C714. 120-volt clear lamp illuminates entire figure, Add-on connector.

Each	≜ Each	Each	▲Each
R-948-M	X1D26\$1.80	R-949-M	X1D26\$1_80
RX-948-M	X1D20-(Case lots 20)	RX-949-M	X1D20—(Case lots 20)
One in a bex	, 20 boxes in a ctn. Wt. ctn. 13 lbs.	One in a box	, 20 boxes in a ctn. Wt. ctn. 12 lbs.

WROUGHT IRON CANDOLIER



Red candolier set in golden colored metal holders, black wrought iron base, black metal leaf decoration. C732 multiple type lamps. 4 foot lead cord with add-on connector.

		No.	Wt.	
Each		Ctn.		Each
5 Ligh	t-Size 16	51/4×141/	in. Hig	ih
R-196-M	X4D06	10	24	\$5.80
RX-196-M	X3D87-	(Case lo	ts 10)	
3 Lig	ht-Size 9	1/4×141/4	in. Hig	h
R-195-M	X2D66	10	15	3.80
RX-195-M	X2D53-	(Case lo	ets 10)	
. 1	Light-1	13/4 in.	High	
R-194-M	X1D26	20	7	1.80
RX-194-M	X1D20-	(Case le	its 20)	
	One i	n a box		

HAPPY SNO-MAN



One Light

734-inch with Merry Christmas sign, C734, 120-volt clear lamp illuminates entire figure, Add-on connector.

Each	▲Each
R-949-M	X1D26\$1.80
RX-949-M	X1D20—(Case fots 20)

CHRISTMAS DECORATIONS

NOMA

TREE TOP STAR



One Light

9 inch sparkling three dimensional tree top star, C7½ candelabra base multiple type lamp. Creates radiant glow on all sides. 4 foot lead cord with add-on plug.

Each	V4 D40	Each
R-431-M	X1D40	\$2.00
RX-431-M	X1D33-(Case lots 10)	

One in box, 10 in ctn. Wt. ctn. 9 lbs.

SANTA SCENE



11x6 inch Santa scene. 7 inch full color Santa with wreath, fence and 6 inch tree. 4 foot lead cord with add-on plug.

Each	Each
R-944-M	X2D31\$3.30
DV 044 M	Vapan (Case lots 10)

One in box, 10 in ctn. Wt. ctn. 10 lbs.

SNO-MAN SCENE



11x6 inch Sno-Man scene. 7 inch full color Sno-Man with wreath, fence and 6 inch tree. 4 foot lead cord with add-on plug.

Each	Each
R-945-M	X2D31
Committee of the commit	X2D20—(Case lots 10)
One in	box, 10 in ctn. Wt. ctn. 10 lbs.

FROSTY SNOW





Exclusive, New-King Size Can. Aerosol Type With Push Button Spray.

Decorates Christmas trees, wreaths, windows, mirrors, gift wrappings, etc.

Giant size, life-like flakes. Clings—yet easy to remove.

Underwriters' listed-Safe-Non-flammable.

A 20 stencil decorating kit (No Charge) with the king-size can will boost Spray Snow sales and increase Snow use. Stencils can be used to decorate windows, mirrors, doors, packages, etc. 20 different designs.

KING SIZE FROSTY WITH STENCILS

Decorating kit includes king-size frosty 10.5 oz. contents complete with folio of 20 stencils.

King-Size Can Snow\$1	00
20 Stoncils	50
Total \$1.50 Value	
Special retail both for\$1	00
White Color	
Each	▲ Each
R-84WS-M D6C63/3	\$1.00
Packed twelve cans in a case with twelve	stencil
folios. Plus colorful die cut counter ca window banner, Wt. 131/4 lbs.	rd and

BUDGET SIZE FROSTY (5 OZ.) WITHOUT STENCILS

White Color
Each A Each
R-75W-M D5C3 \$0.79
Twelve cans in a case with die cut counter display
and window poster. Wt. 736 lbs.

CHRISTMAS TREE LIGHTS



Miniature Bare

Candelates Base

Noma Bubble-Lites

These lamps are so ingeniously designed and constructed that shortly after the current is turned on large hubbles rise continuously as long as the current flows into the lamp.

Sturdy glass candle-tube and plastic housing. Includes metal clip for fastening lamp upright

on tree.

Miniature Base —15 Volta Series
Each
R-420-M D2C1 ... \$0.30
Ten assorted colors in a display box, with clips.
Wt. box, ⅓ pound.

RX-420-M D2C0—(Case lots 200)
Two hundred in case. Wt. case 14 lbs.

Sold Only in Full Boxes of Ten Candelabra Base—120 Volts

Each
R-520-M D3C8 S0.54
Ten assorted colors in a display box, with clips.
Wt. box, 1¾ pounds.

RX-520-M D3C6—(Case teta 100) One hundred in case. Wr. case 11 lbs. Sold Only in Full Boxes of Ten

CHRISTMAS TREE LIGHTS

GENERAL ELECTRIC OR WESTINGHOUSE



Intermediate Base Type C91/2 120 Volts (New Type D14)

Per Box Colors R-D14R-M-Red R-D14B-M-Blue R-D14G-M-Green R-D14W-M-White R-D14Y-M-Yellow	R-C7½W-M—White R-C7½/O-M—Yellow R-C7½/P-M—Pink Sold Only in Full
Sold Only in Full Boxes of Five	RX-C71/2R-M-Red]
RX-D14R-M—Red RX-D14B-M—Blue RX-D14G-M—Green RX-D14W-M—White RX-D14Y-M—Yellow Five of one color in box, 500 in case	RX-C71/2B-M—Blue RX-C71/2G-M—Green RX-C71/2W-M—White RX-C71/2/O-M— Yellow RX-C71/2/P-M—Pink
Wt. case 21 lbs.	Five of one color in l Wt. case t
Assortments In Boxes of Five	Assortm

Five assorted colors. A Per Box Per Box \$1.00 DEC98/10... R-D14A-M Wt. ctn. 34 lb.

In Standard Case of 500 Lamps Contains 100 cartons of 5, five assorted colors ▲ Each Per Case RX-D14A/500 X66D45..... . \$0.20 Wt. case 21 lbs.



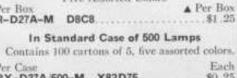
Per Box

Colors

Intermediate Base Type D27 Transparent Coated Color **Outdoor Twinkle Lamps** 120 Volts

R-D27R-M Red (Less than Case lots of 500) R-D27G-M Green D8C8 \$1.25 R-D27Y-M Yellow R-D27RO-M Rose.
Sold Only in Full Boxes of Five
RX-D27R-M—Red) (Case lots of 500) RX-D27B-M—Blue)
RX-D27G-M—Green D8C3¾\$1.25 RX-D27Y-M—Yellow RX-D27RO-M—Rose
Five of one color in box, 500 in case. Wt. case 21 lbs.

	In Boxes of Fi	ve	
Per Box R-D27A-M	10000000	▲ Per Box \$1.25	
In Standard Case of 500 Lamps Contains 100 cartons of 5, five assorted colors.			





Candelabra Base 120 Volts Multiple Type C71/2

	Per Box Colors	▲ Per Box
	R-C7½R-M—Red R-C7½B-M—Blue R-C7½G-M—Green R-C7½W-M—White R-C7½/O-M—Yellow R-C7½/P-M—Pink Sold Only in Full	Case Lots of 500) DSC56/10 80.80 Baxes of Five
1	RX-C71/2R-M—Red RX-C71/2B-M—Blue RX-C71/2G-M—Green. RX-C71/4W-M—White	(Case Lots of 500) D5C3 80

Five of one color in box, 500 in case Wt. case 9 lbs.

Assortments In Boxes of Five Five colors assorted

Per Box A Per Box R-C71/2/A-M D5C50/10...80.80 Wt. Ctn. of 10 34 lb.

In Standard Case of 500 Lamps Contains 100 cartons of 5, five assorted colors.

A Each Per Case RX-C71/2/A500-M X53D00 80-16 Wt. case 9 lbs.



A Per Box

Candelabra Base Type D26 Transparent Coated Color Indoor Twinkle Lamps 120 Volts

Per Box	Colors		▲ Per Box
R-D26R-M- R-D26B-M-			(Less than ots of 500)
R-D26G-M- R-D26Y-M- R-D26RO-N	-Green -Yellow	D8C1	
LOSSUDADINES PORTORIO	Only in Full	A CONTRACTOR OF THE PARTY OF TH	ive
RX-D26R-M		(Case I	ots of 500)
RX-D26B-N RX-D26G-N RX-D26Y-N	M-Green	D7C7	\$115
RX-D26Y-N	-Yeliow	The same of the same	

RX-D26RO-M-Rose. Five of one color in a box, 500 in case. Wt. case 9 lbs.

Assortments In Boxes of Five Five Assorted Colors

▲ Per Box Per Box R-D26A-M D8C1 \$1.15

In Standard Cases of 500 Lamps

Contains 100 cartons of 5, five assorted colors. Each Per Cast RX-D27A/500-M X83D75. \$0.25 RX-D26A/500-M X77D15 \$0.23



GENERAL ELECTRIC OR WESTINGHOUSE Candelabra Base Type D30

Lighted Ice; cool burning: translucent chip coated. Six assorted colors: topax, pearl, emerald, turquoise, garnet and ruby.

120 Volts

Colors Per Pkg. A Per Pkg. R-D30A-M X1D22% Assorted \$1.74 Six Assorted in a Pkg.

Sold Only in Full Packages

In Standard Case of 72 Lamps

Contains 12 cartons of 6, six assorted colors. Per Case

Six assorted in a pkg., 72 in a case. Wt. case 5 lbs.



Miniature Base, Cone Shape 15 Volts Series Type C6

Per Box Col	ors		Per Box
R-C6R-M-Red.			
R-C6B-M-Blue'		Case Lots of 1000)	
R-C6G-M-Green.			
R-C6W-M-White		D3C43/10	80.00
R-C6/O-M-Yellor	W		
B-C6/P-M-Pink			1 2 1

Sold Only in Full Boxes of Five

RX-C6R-M-Red RX-C6B-M-Blue..... (Case Lots of 1000) RX-C6G-M-Green D3C26/10 RX-C6W-M---White.... RX-C6/O-M-Yellow ... RX-C6/P-M-Pink.....

> Five of one color in box, 1000 in case Wt. case 10 lbs.

Assortments In Boxes of Five

Five colors assorted.

A Per Box Per Box D3C43/10..... \$0.50 R-C6/A-M Wt. ctn. 1/2 lb.

In Standard Case of 1000 Lamps

Contains 200 cartons of 5, five assorted colors.

Per Case		A Each
RX-C6/A1000-M	X65D30	. \$0.10

Wt case 10 lbs.